

Jagoan Hosting Indonesia x PANDI

# Bisnis Eksis di Era Digital, dengan Media Sosial

21 / 09 /  
2024

# RIZAL HIDAYATULLAH S.M

2023 Head of Ads & SEM Department  
PT BEON Intermedia

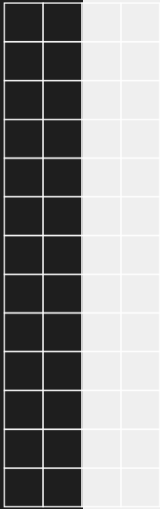
- 22 Campaign Specialist
- 18 Social Media Admin
- 19 Social Media Specialist
- 17 Graphic Designer

 Rizal  
Hidayatullah

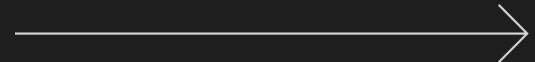
 @jale.ri  
@postofolio

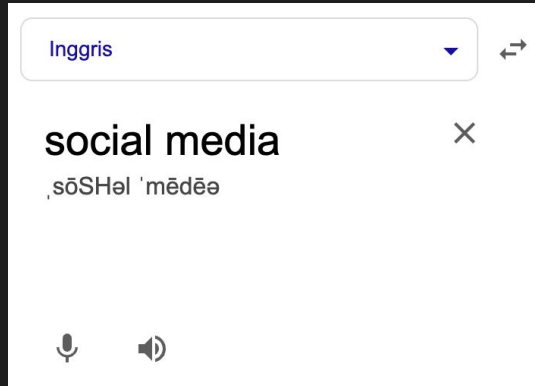


Jagoan Hosting Indonesia x PANDI



# Apa itu Media Sosial?





Situs Web dan Aplikasi yang memungkinkan **pengguna membuat dan berbagi konten** atau **berpartisipasi dalam jejaring sosial**.

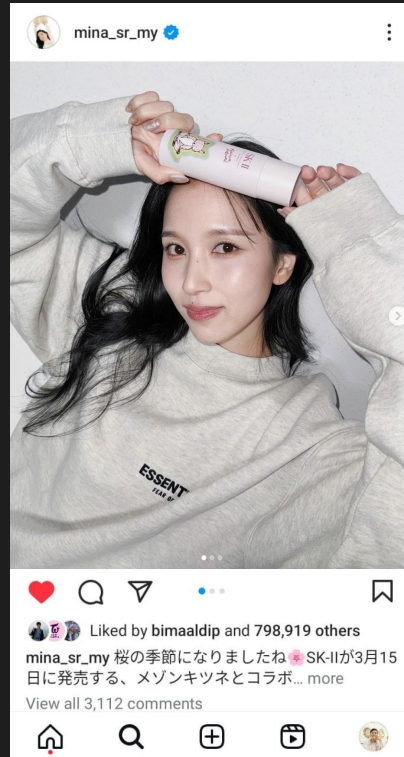
Konten



# Media Sosial



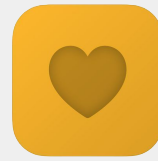
# Jejaring Sosial



Situs Jejaring Sosial



Situs Berbagi Gambar



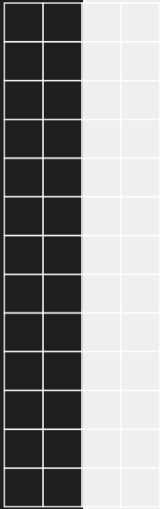
Aplikasi/Situs Penyimpanan Video



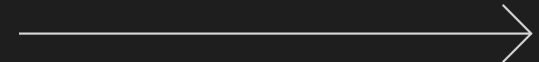
Situs Pesan/ Audio Sosial



Jagoan Hosting Indonesia x PANDI



# Kenapa harus Media Sosial?



Media Sosial itu, Kesempatan.

JAN  
2024

# OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL  
MEDIA USER IDENTITIES



139.0  
MILLION

QUARTER-ON-QUARTER CHANGE  
IN SOCIAL MEDIA USER IDENTITIES



0%  
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA USER IDENTITIES



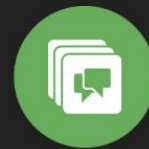
0%  
[UNCHANGED]

AVERAGE DAILY TIME SPENT  
USING SOCIAL MEDIA



3H 11M  
YOY: -7 MINS

AVERAGE NUMBER OF SOCIAL  
PLATFORMS USED EACH MONTH



7.8

SOCIAL MEDIA  
USER IDENTITIES vs.  
TOTAL POPULATION



49.9%

SOCIAL MEDIA USER  
IDENTITIES AGED 18+ vs.  
POPULATION AGED 18+



64.8%

SOCIAL MEDIA USER  
IDENTITIES vs. INDIVIDUALS  
USING THE INTERNET



75.0%

FEMALE SOCIAL MEDIA USER  
IDENTITIES vs. TOTAL SOCIAL  
MEDIA USER IDENTITIES



46.5%

MALE SOCIAL MEDIA USER  
IDENTITIES vs. TOTAL SOCIAL  
MEDIA USER IDENTITIES



53.5%

**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2023). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

JAN  
2024

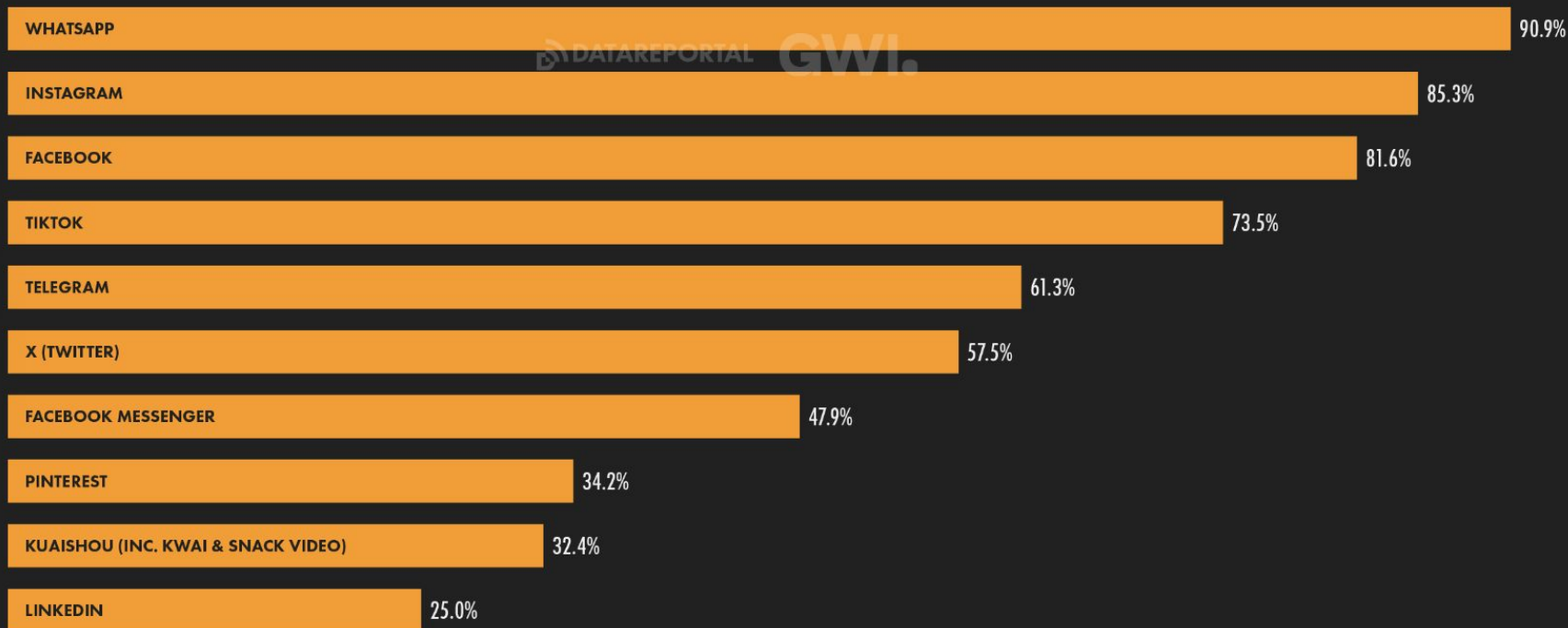
# MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

**NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



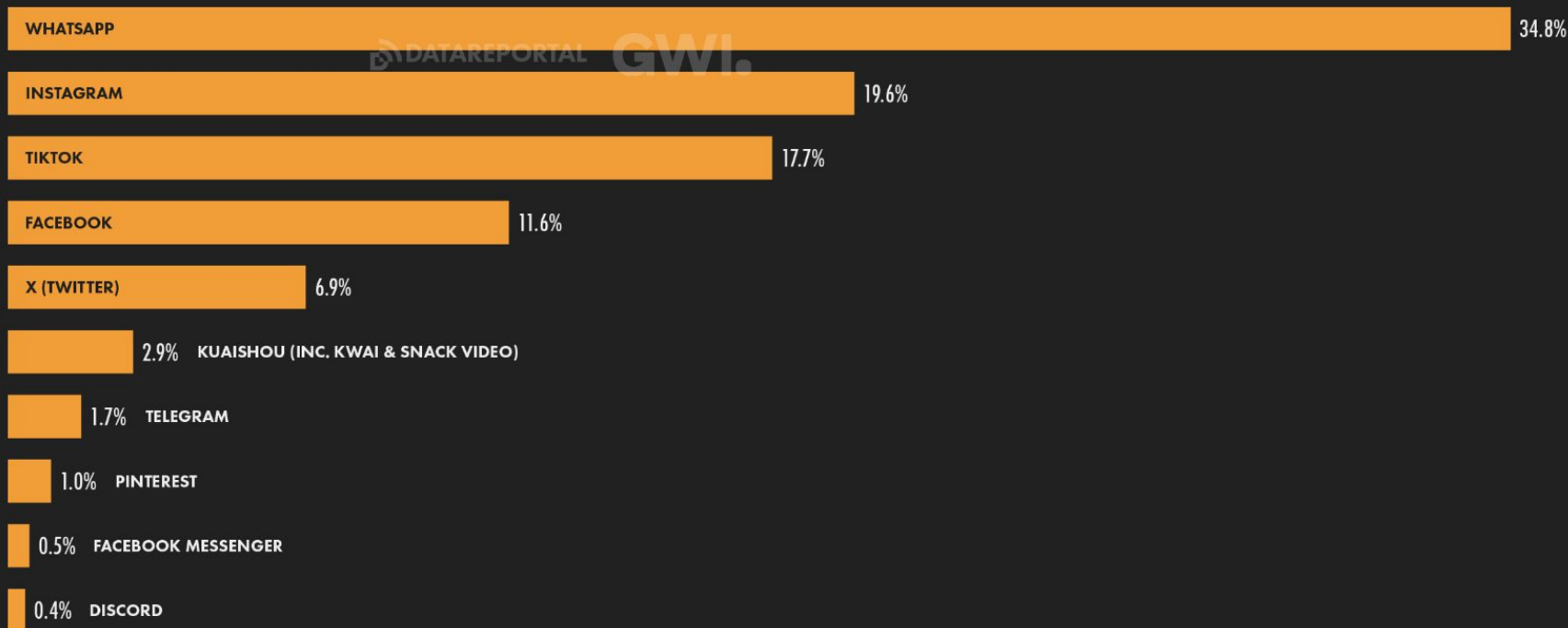
INDONESIA



JAN  
2024

# FAVOURITE SOCIAL MEDIA PLATFORMS

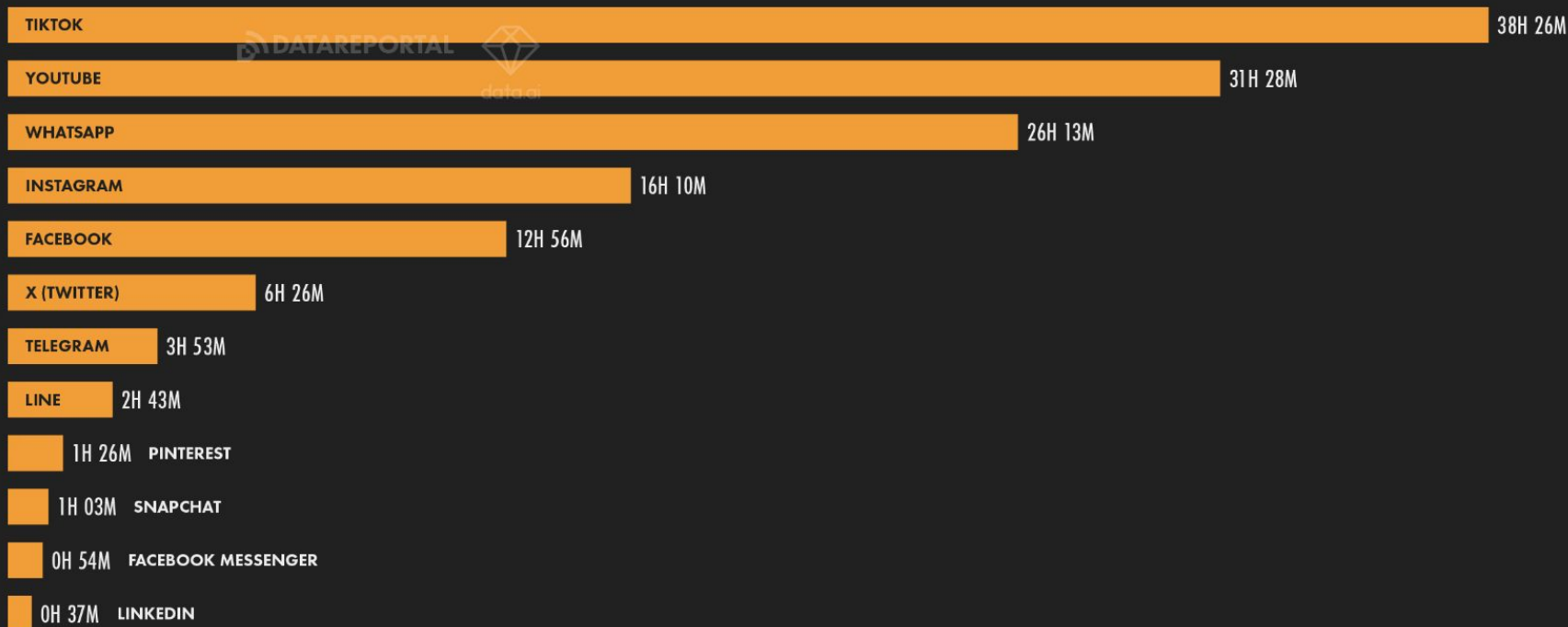
PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



JAN  
2024

# TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023



“

78% Konsumen bersedia melakukan pembelian setelah mendapatkan *Positive Experience* bersama Brand di Media Sosial

”

[sproutsocial.com](https://sproutsocial.com)

“

Menurut *State of Social Media Report*,  
55% konsumen mempelajari Brand dari  
Media Sosial.

”

[sproutsocial.com](https://sproutsocial.com)

Menurut *State of Social Media Report*,  
55% konsumen mempelajari Brand dari  
Media Sosial.

Gen Z

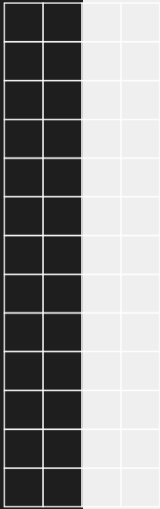
Milenial

Gen X

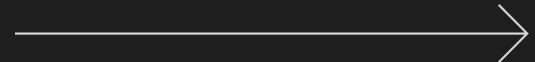
Baby  
Boomer

[sproutsocial.com](https://sproutsocial.com)

Jagoan Hosting Indonesia x PANDI



# Membangun Branding Bisnis di Media Sosial.



# Digital Marketing

Jagoan Hosting Indonesia x PANDI

**Campaign Media  
Planning**

**Customer  
Relationship  
Management**

**Creative  
Copywriting**

**Social Media  
Marketing**

**Branding & Marketing  
Management**

**Digital Marketing**

**Online  
Advertising**

**Influencer & Community  
Marketing**

**Google  
Analytics & SEO**

Campaign Media  
Planning

Customer  
Relationship  
Management

Creative  
Copywriting

Branding & Marketing  
Management

Social Media  
Marketing

**Digital Marketing**

Online  
Advertising

Influencer & Community  
Marketing

Google  
Analytics & SEO

# Social Media Marketing

- Tentukan Media Sosial yang digunakan mengacu pada:
  - *Goals* (Tujuan)
  - *Target Audience/ Market* (Sasaran Audiensi/ Pasar)
- Membuat *Guideline* Media Sosial yang mengacu pada "*Brand Guideline*"
- Tentukan Persona Admin Media Sosial
- Analisa Kompetitor



contoh  
Guideline Media Sosial

contoh  
Persona Admin (Karakter)



**Smart.**



**Creative**



**Bold**



**Diplomatic.**

# Gabung bersama Kami

PT BEON Intermedia

[karir.beon.co.id](https://karir.beon.co.id)

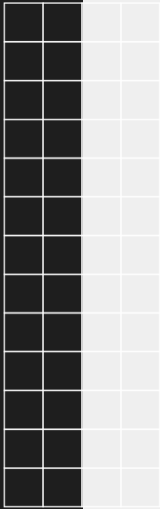
Karir & Magang

Jagoan Hosting Indonesia x PANDI

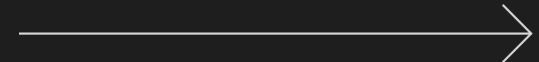


Jagoan  
Hosting\_

Jagoan Hosting Indonesia x PANDI



# Cara mudah buat cari Konten untuk Media Sosial.



Order No. 2109-2024  
Menu : Media Sosial



Permi C!

non-merek.

Pitzahhh

Jagoan Hosting Indonesia x PANDI

non-merek.







**begini,  
Analoginya.**



**Pizza =  
Brand/ Bisnis**



*Slices of Pizza =*  
**Elemen dari Brand/ Bisnis**



**Slices of Pizza =  
Elemen dari Brand/ Bisnis**



**Slices of Pizza =  
Konten**



Topping = Konten Viral

**Slices of Pizza =  
Konten**

**Topik hangat** beberapa hari terakhir;

|                       |                                                         |                                     |
|-----------------------|---------------------------------------------------------|-------------------------------------|
| Ishowspeed            | CPNS                                                    | Pak SBY di Pestapora                |
| Galau bareng Bernadya | PON Aceh-Sumut 2024                                     | Bruno Mars "Aku kangen Kamu Sayang" |
| Kunjungan IKN dibuka  | Timnas Indonesia ( <i>on the way</i> ) Piala Dunia 2026 |                                     |

## Tren Viral beberapa hari terakhir;



beberapa hal dibawah ini, **sangat sensitif**

# Politik - RAS - Suku - Agama

# Gabung bersama Kami

PT BEON Intermedia

[karir.beon.co.id](https://karir.beon.co.id)

Karir & Magang

Jagoan Hosting Indonesia x PANDI



Jagoan  
Hosting\_